

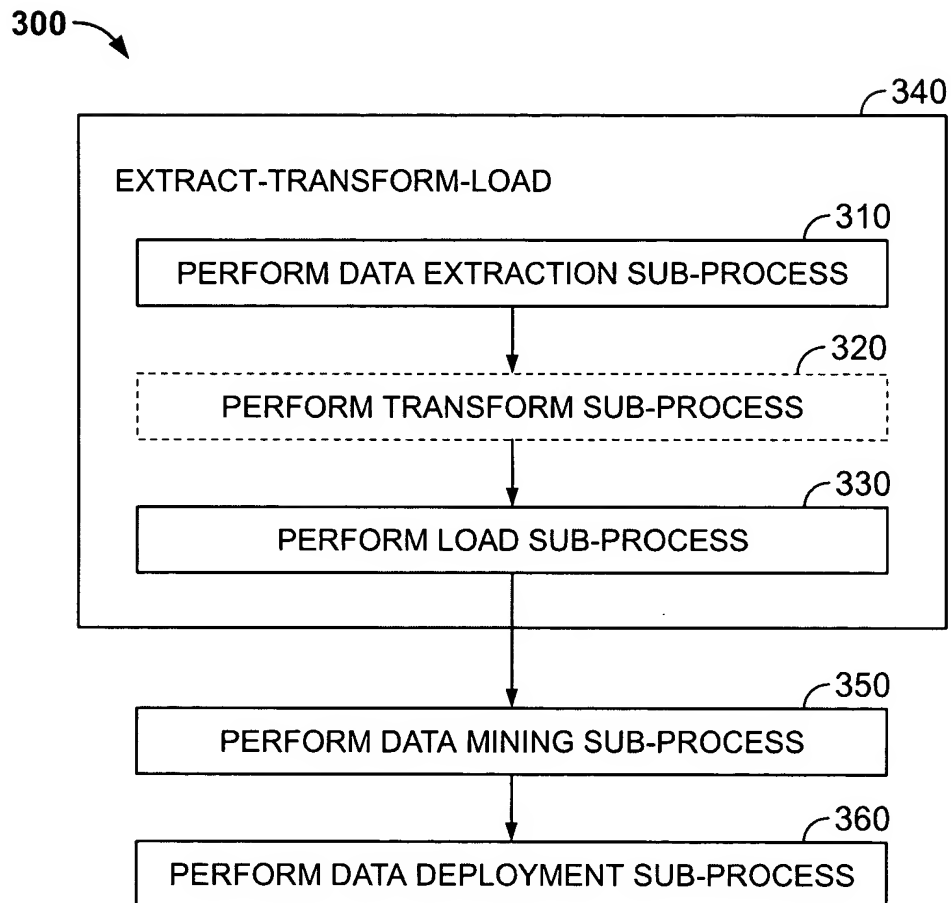
FIG. 1

200

Customer Number	Age	First Purchase	Most Recent Purchase	Region	Income Level	Likelihood of Churn
2002-0345	25	01-2002	01-2002	NE	1	80%
1999-8754	45	06-1999	06-2001	SW	2	60%
1997-9575	31	07-1997	07-2003	NE	5	40%
1986-8884	60	09-1986	09-2002	SW	7	20%

220  
221  
222  
223

FIG. 2



**FIG. 3**

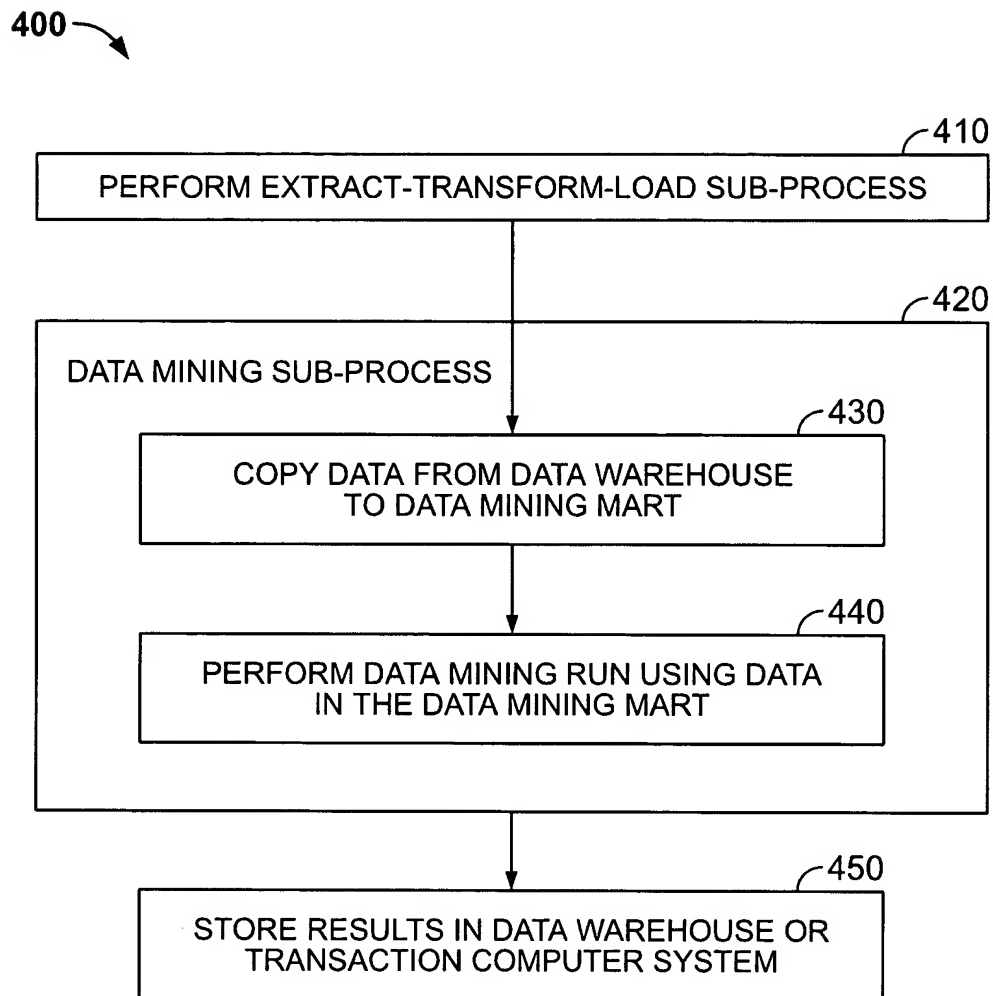
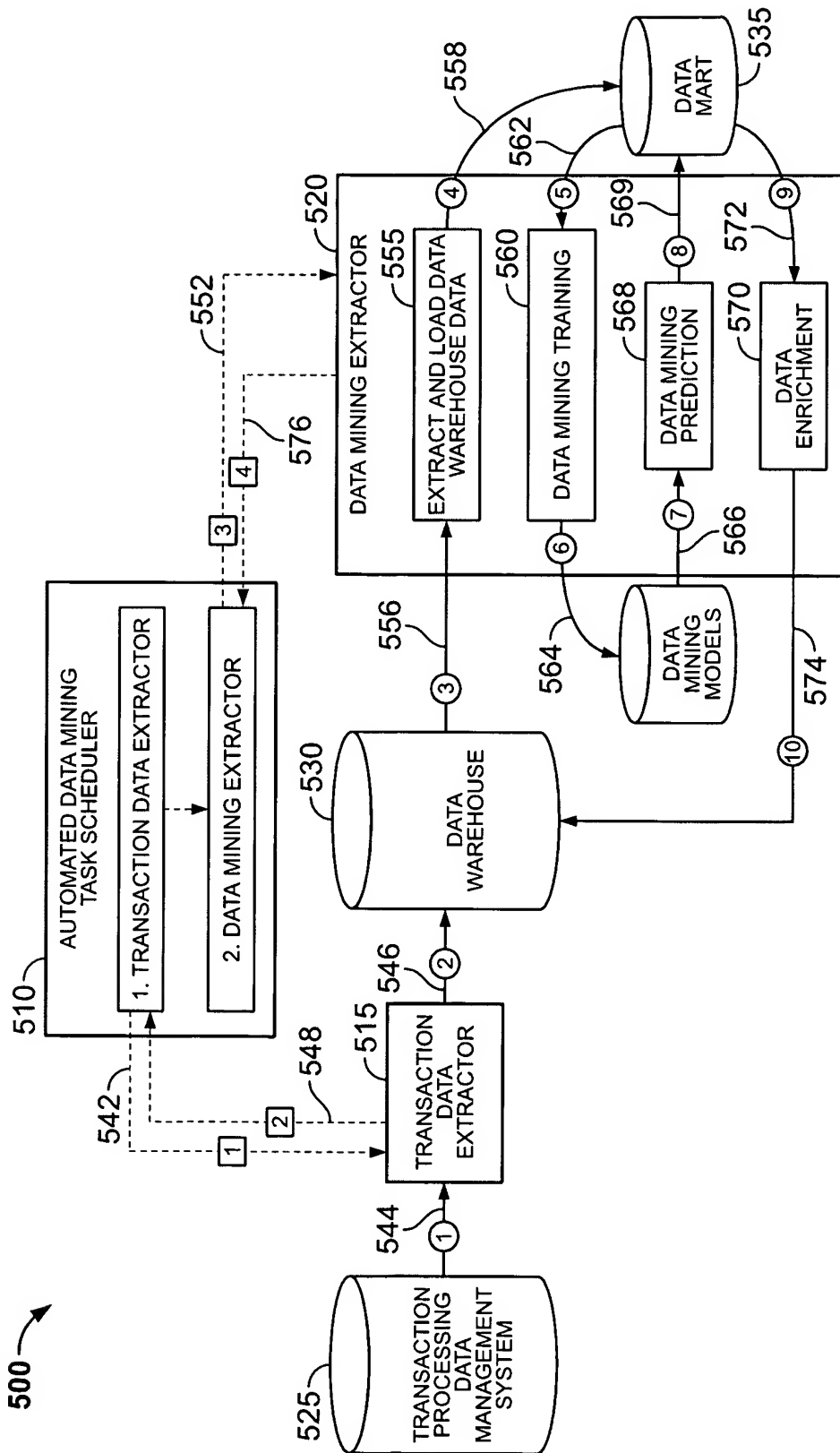
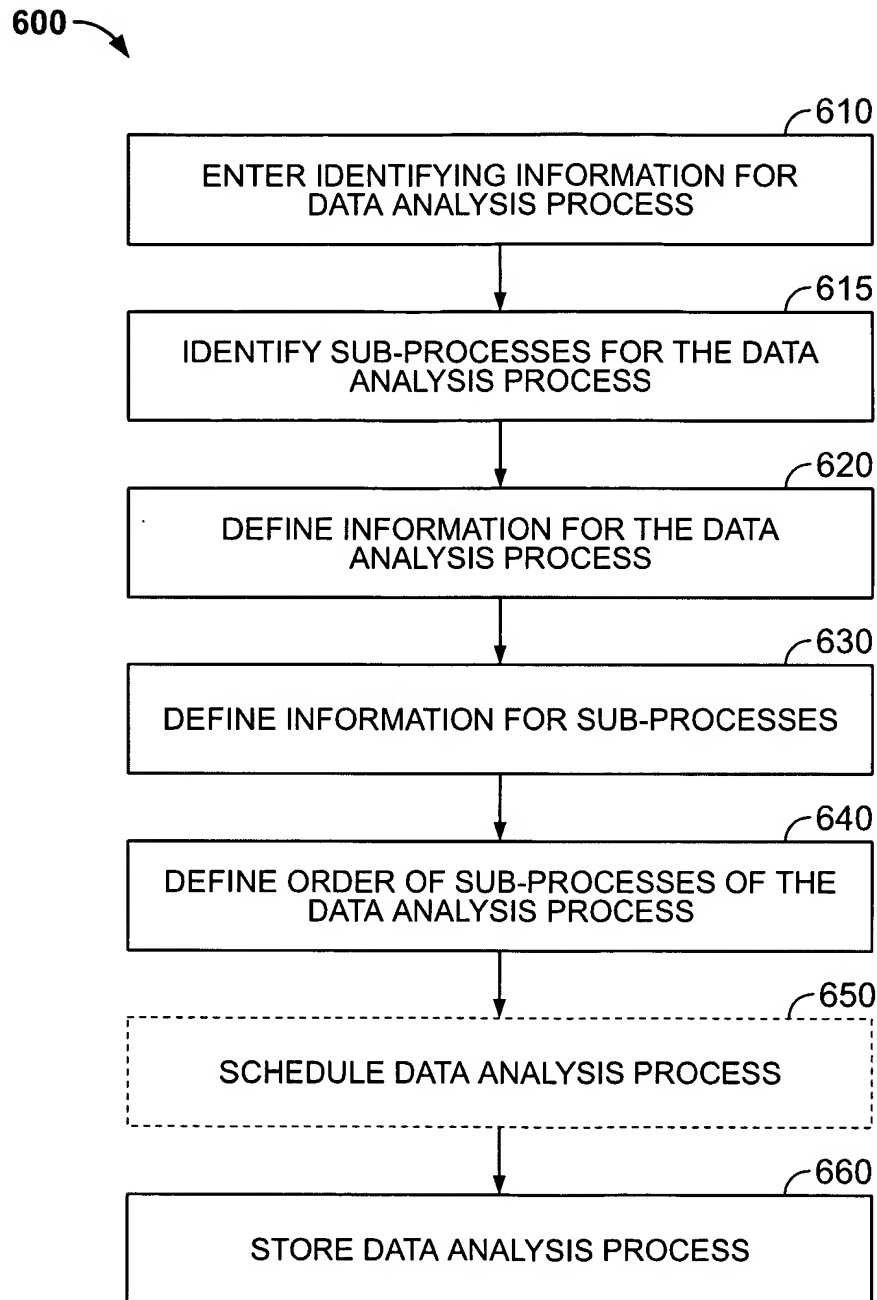


FIG. 4



**FIG. 5**



**FIG. 6**

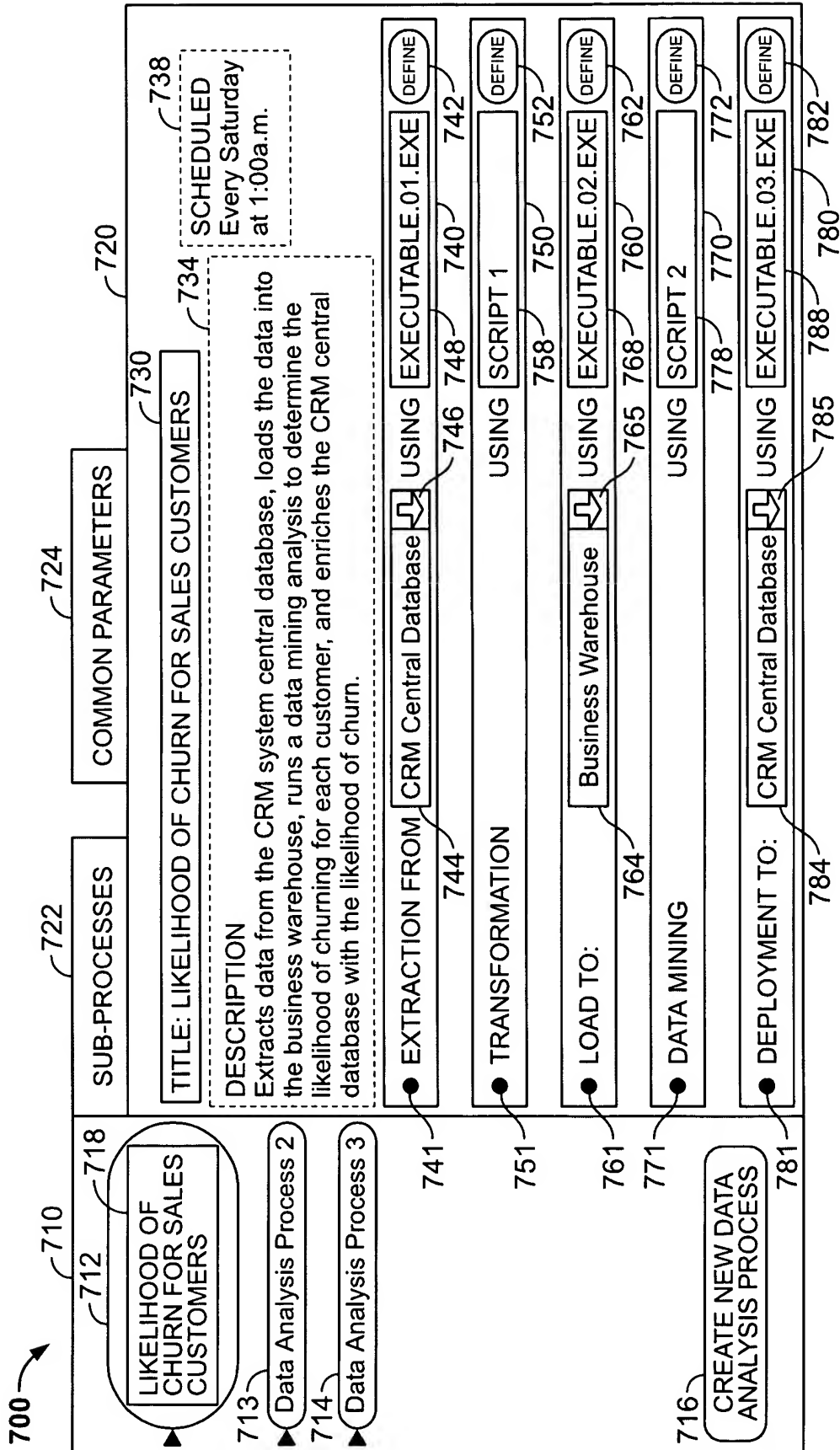


FIG. 7

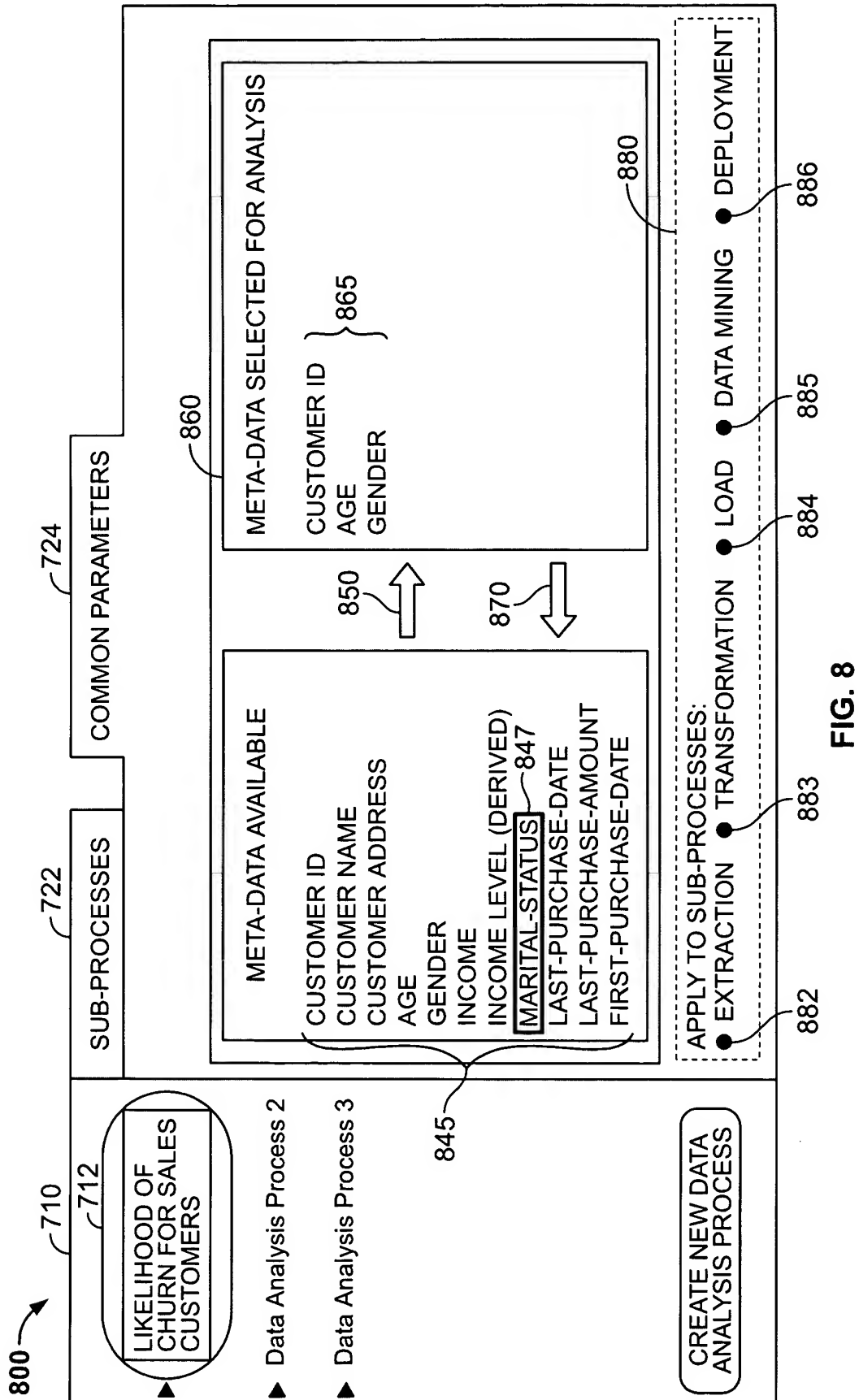


FIG. 8



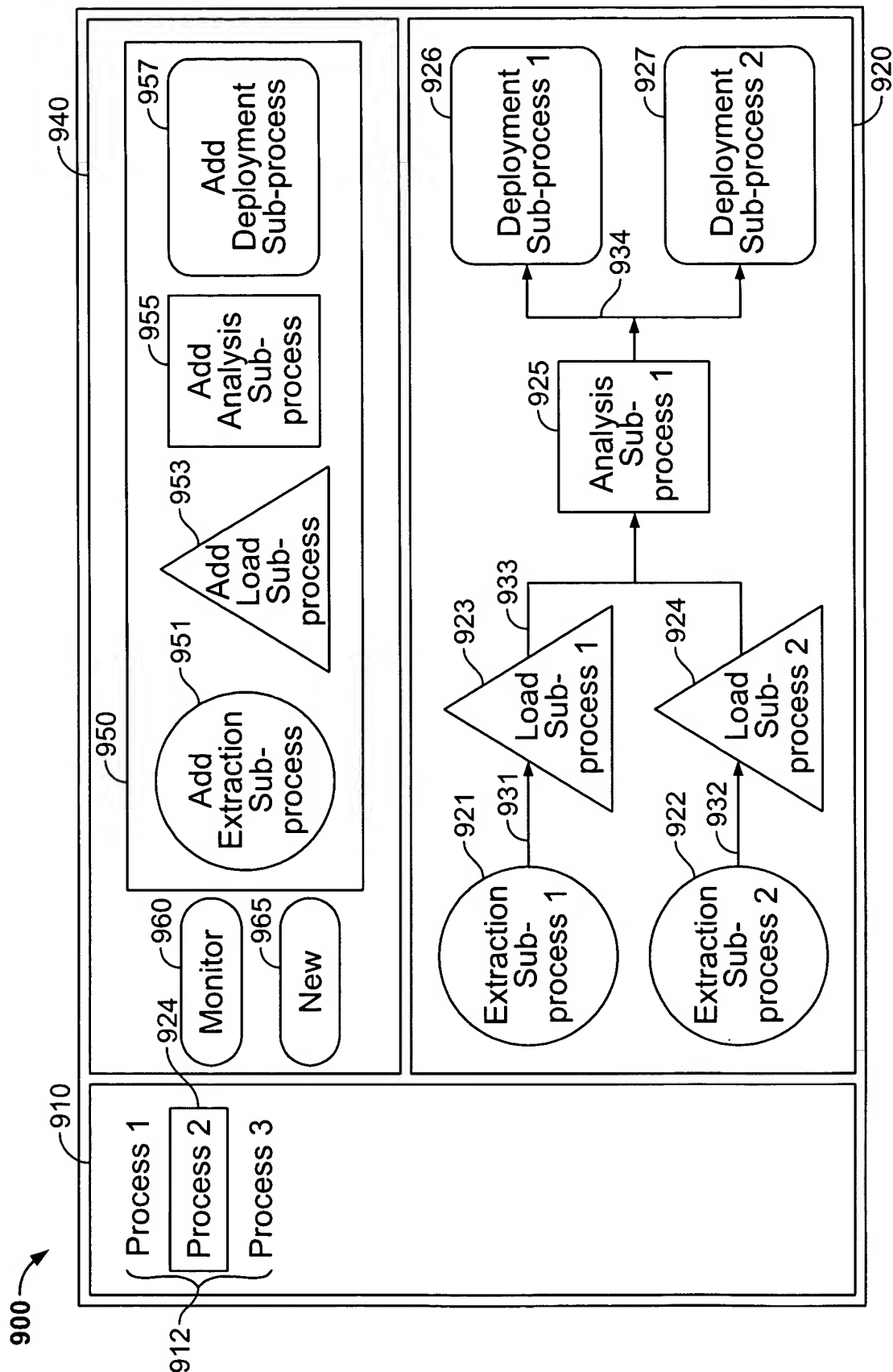


FIG. 9